

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





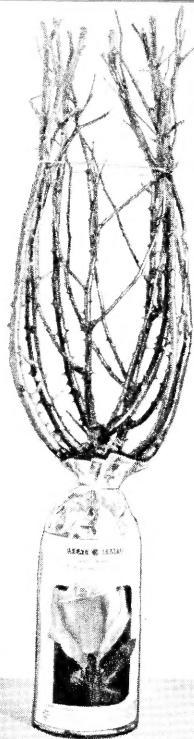
**C. E. WILSON NURSERIES**  
**JACKSONVILLE, TEXAS • PHONE 4117**



# THIS TRADEMARK HAS CUSTOMER CONFIDENCE BUILDS SALES FOR YOU!

The SEAL KRAFT trademark used to identify nursery stock packaged by the patented SEAL KRAFT process since its inception is familiar to millions of satisfied customers who know from experience that SEAL-KRAFT plants live, grow, and bloom

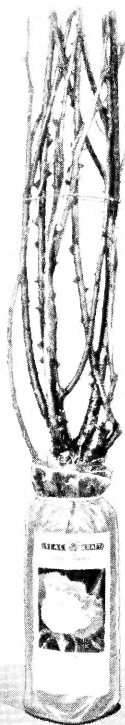
For you, the dealer, SEAL-KRAFT stands for even more — it means the utmost in care and protection for the life of every trademarked plant from its inception in the nursery until final planting in the consumer's garden. This adds up to sales and profits for you.



## DELUXE SILVER SEAL

BRAND AAA

- A premium package designed not only for sales appeal but for maximum plant protection
- Plants extra heavy — only best 10% of crop used in this package
- Double protection against loss of moisture from packing material around roots assured by inner wrapping of moisture-vapor proof plastic film, and outer moisture-vapor proof aluminum foil laminated paper bag.
- Large 6 x 8 inch color variety illustration with cultural instructions.
- Maximum sales appeal assured with heavy plant set off by striking lustre of the silver casing and 4 color variety picture.



## ALL NEW GOLD SEAL

BRAND A

- A new plant package designed by us as a substitute for our plastic film pack which is no longer available
- Only strong No. 1 plants used in this package
- Moisture retained around roots by wrapping of special grade of duplex paper with heavy coating of asphalt, and further by newly designed bag of high moisture retention qualities.
- Attractively designed two color printed bag is solidly packed for neat packages of uniform size.
- Attractive design of package itself plus four color 6 x 3 inch variety illustration provides ample sales appeal.



## STANDARD RED SEAL

BRAND B

- The original SEAL-KRAFT package that pioneered modern methods of merchandising plants in retail stores.
- Strong medium grade plants. No small light grade plants used in this package
- Moisture around root retained by special grade of duplex paper with extra coating of asphalt to provide maximum waterproofness for this type of paper.
- Two ties securely hold wrappings around roots — prevent unwrapping while on display.
- Attractive 6 x 3 inch 4 color variety illustration.
- The best package of this type on the market regardless of price.

ALL PACKAGES ARE CLEAN AND NEAT APPEARING. REQUIRE NO WATER.



**Your Best Buy In Packaged  
Nursery Stock  
Fall 1952 - Spring 1953**

## **HERE'S THE HOW AND WHY**

### **QUALITY**

Real Honest Quality is the greatest single reason for Seal-Kraft success. It is based on three factors—plants, plant storage facilities and plant packages.

### **PLANTS**

Scientific production methods—Fertilization—Regular dusting—Cultivation, etc. insure quality of Seal-Kraft plants. Uniform grading standards throughout entire season—not big one time and small the next. Certified disease and insect free by state department of agriculture.

### **REFRIGERATED STORAGE FOR PRESERVATION OF PLANT VITALITY**

Our refrigerated cold storage warehouse was designed and built specifically to meet the exacting temperature and humidity requirements for proper storage of rose bushes. It affords positive protection at all times against damage from freezes—devitalizing growth induced by heat—loss of moisture from any cause. Any plant given less protection than that afforded Seal-Kraft plants possess less vitality. **SEAL-KRAFT IS THE BEST PLANT LIFE INSURANCE YOU CAN BUY.**

### **PLANT PACKAGES**

Seal-Kraft plant packages enjoy undisputed leadership in their field. Every package has been designed for maximum plant protection and sales appeal; and, to accomplish these objectives without adding excess transportation or material costs that add little to the protection or value of the plant itself.

### **SERVICE**

From distribution point or nursery, you have Seal-Kraft plants when and as YOU want them. **ALL BUILDINGS, EQUIPMENT, AND OPERATIONS HAVE BEEN DESIGNED SPECIFICALLY FOR THE PACKAGED PLANT BUSINESS—IT IS NOT A SIDE LINE WITH US.** No delays for Seal-Kraft plants because of bad weather, lack of supplies or plants, or inadequate facilities to handle the big rush. Stock shipped every day by 3 railroads, 4 truck lines, and fast express service.

### **DEPENDABILITY**

Forty-five years of pioneering and specializing in the growing, handling, storage, and packaging of plants for **SAFE** distribution to the ultimate consumer is the foundation of our experience and know how. This, together with our unexcelled facilities to perform all operations at the right time, plus proven performance, is the basis of our reputation for dependability.

### **PRICED RIGHT**

Not so low that we can't do the job right.  
Not so high that you can't be competitive or make a profit.

**Compare All Ways And You Will Buy "Seal-Kraft"**

*C. E. Wilson Nurseries* •

**JACKSONVILLE, TEXAS**

**TELEPHONE 4117**

**U. S. Patent  
1894506**





## STANDARD VARIETIES OF ROSE BUSHES

### FALL 1952 - SPRING 1953

Brand Symbol	Brand	Type of Package	No. Units to Carton	No of Plants to Unit	Approx. Unit Wgt.	Unit Cost.	
						F. O. B. J'ville	F. O. B. Dis. Pt.
AAA	Deluxe Silver Seal	Aluminum Foil Casing	12	1	3.0	\$ .85	\$ .90
A	Gold Seal	Moisture Proof Bag	12 & 24	1	2.0	.60	.65
B	Red Seal	Moisture Proof	24 & 36	1	1.4	.45	.50
*RB5	Special Bundle of 5	Duplex Crepe Paper	12 & 18	5	3.5	1.80	1.90

\*See descriptive note under shrubs

6-15-52-D

#### IMPORTANT NOTE ON PRICES

Because of present unsettled conditions above prices are subject to change without notice. Whenever possible, orders for all customers in a general area will be shipped in a pool car and placed in cold storage at a central distribution point. Freight and cold storage charges will be paid by us. Stock may be withdrawn from storage by the customer whenever he wishes, with customer paying only charges from cold storage warehouse to his store. In such cases stock will be billed for at prices shown in "F. O. B. Distribution Point" column. All stock shipped direct from nursery cold storage will be billed for at the prices shown in the column. "F. O. B. Jacksonville" and the customer will pay transportation charges from Jacksonville. Shipping orders in pool cars effects savings in transportation costs even though the base cost is higher. See last page for list of distribution points and order instructions.

#### VARIETY LIST

NOTE: Varieties marked \* are the most vigorous growers and are therefore recommended for our Silver Seal Brand. Varieties not so marked are available in this brand in limited quantities only.

#### Everblooming Bush Roses—70 to 90% of total sales

REDS—30-35% of bush sales.

- \*Ami Quinard
- Better Times
- E. G. Hill
- \*Etoile de Hollande
- \*F. S. Key
- Floradora—Orange-Red Floribunda
- \*Grenoble
- \*Poinsettia
- \*Red Radiance

YELLOW—10-15% of bush rose sales

- \*Golden Charm
- \*Golden Dawn
- Golden Ophelia
- Lady Hillingdon
- \*Luxemburg
- Sunburst

MULTI-COLORED—10-15% of bush rose sales

- \*Condesa de Sagato
- \*Pres. Hoover
- \*Talisman

PINKS—15-20% of bush sales.

- \*Betty Uprichard
- Briarcliff
- \*Edith Nellie Perkins
- \*Editor McFarland
- \*Pink Radiance

WHITES—8-12% of bush rose sales.

- \*Frau Karl Druschki
- K. A. Victoria
- \*Konigin Luise

BABY OR POLYANTHA—3-5% of bush rose sales.

- Cecil Brunner—Pink sweetheart
- Golden Salmon—Orange
- Else Poulsen—Pink
- Ideal—Red
- Katherine Zeimet—White

#### Climbing Rose Bushes—10 to 20% of Total Sales

##### HARDY CLIMBERS

- |                  |         |
|------------------|---------|
| Cl. Amer. Beauty | Carmine |
| Crimson Rambler  | Red     |
| Dorothy Perkins  | Pink    |
| Dr. Van Fleet    | Pink    |
| Mary Wallace     | Pink    |
| Primrose         | Yellow  |
| Paul's Scarlet   | Scarlet |
| Silver Moon      | White   |

##### EVERBLOOMING CLIMBERS

- |                    |                             |
|--------------------|-----------------------------|
| *Blaze             | Everblooming Paul's Scarlet |
| *Cl. Golden Charm  | Yellow                      |
| *Cl. Pink Radiance | Pink                        |
| Cl. Pres. Hoover   | Multi-colored               |
| *Cl. Red Radiance  | Red                         |
| *Cl. Talisman      | Multi-colored               |
| *Golden Climber    | Yellow                      |

IMPORTANT:—Order in multiples of six plants per variety. Minimum Order—48 plants. Orders for smaller quantities will be billed at 20% extra for handling.

*C. E. Wilson Nurseries •*

TELEPHONE 4117  
JACKSONVILLE, TEXAS



# PATENTED ROSE BUSHES

## FALL 1952 - SPRING 1953

Brand Symbol	Brand	Type of Package	No. Units to Carton	No. of Plants to Unit	Approx. Unit Wt.	Unit Cost F. O. B. J'ville	F. O. B. Dist. Pt.
AX	Seal-Pakt	Moisture Proof Transparent Envelope in Printed Box	12	1	2 lbs.	Min. Ret. Less 40%	Min. Ret. Less 40% Plus 5c

**WHAT ARE PATENTED ROSES!** Several years ago a plant patent law was passed to furnish protection to any person or firm developing a new and distinctive plant. Through the protection provided by this law, a few firms have been able to spend considerable money on the hybridizing and breeding of new varieties of roses. These new and improved varieties are so called patented roses. Further, through this same protection, it has been possible to carry out extensive national advertising with the result that a big demand has been created for these new roses. We are licensed to grow and sell the varieties listed below. A minimum retail selling price is established by the patent owners below which they can not be sold; however, they may be sold at any price above minimum. We list below the best and most popular of these varieties.

**ALL AMERICA ROSE SELECTIONS:**—About ten years ago an organization known as All America Rose Selections was established for the purpose of selecting the best of the new roses. This is accomplished through the operation of official test gardens throughout the entire country. The All America rose selection winners which we offer are marked with an asterisk as a guide for the best of these new roses.

**NEW "SEAL PAKT" PACKAGE:**—Our patented roses are beautifully packaged and doubly sealed for the utmost in plant protection as follows:—

1. Plants are properly pruned for planting.
2. Canes are "Seal Kraft" wax coated.
3. Plant fully encased in transparent plastic bag to hold moisture.
4. Plants finally placed in a beautiful box size 3" by 5" by 22" high with a large 6x7" four color illustration.
5. See illustration elsewhere on this page.

## VARIETY LIST AND MINIMUM RETAIL PRICES

All these roses including climbers are everblooming

All beautifully packaged with large 6"x7" 4 color illustration

	Patent No.	Minimum Retail Price		Patent No.	Minimum Retail Price
<b>Red Bush</b>			<b>Multi-Colored Bush</b>		
Bravo	983	2.25	*Forty-Niner	792	2.25
Charles Mallerin	933	2.50	*Taffeta	716	1.75
Crimson Glory	105	1.75			
Happiness	911	2.50	<b>Climbers</b>		
*Mirandy	632	2.00	Doublions (Yellow)	152	2.00
*Nocturne	713	2.00	Cl. Pinkie	1076	2.75
New Yorker	723	2.00	Cl. Peace	932	2.50
*Rubaiyat	758	1.75	Cl. Summer Snow	400	2.00
*Tallyho	828	2.00			
<b>Pink Bush</b>			<b>Floribunda</b>		
*Charlotte Armstrong	455	2.00	*Fashion (peach)	789	2.00
First Love	921	2.25	Goldilocks (yellow)	672	1.50
*Katherine Marshall	607	1.75	Holiday (multi-color)	915	1.50
*Mary Margaret McBride	537	1.75	Pinocchio (pink)	484	1.50
Suzon Lotthe	934	2.50	Red Pinocchio (red)	812	1.50
Symphonie	958	2.50	Pinkie (pink)	712	1.75
<b>Yellow Bush</b>			Summer Snow (white)	416	1.50
*Diamond Jubilee	824	2.00	Valentine (red)	1029	2.00
Eclipse	172	1.75	World's Fair (red)	362	1.50
*Lowell Thomas	595	2.00	*All America Rose Selection Winners		
*Peace	591	2.50			







## SHRUBS-VINES-HEDGING FALL 1952 - SPRING 1953

Brand Symbol	Brand	Type of Package	No. Units to Carton	No. of Plants to Unit	Approx. Unit Wt.	Unit Cost F. O. B. J'ville    F. O. B. Dis. Pt.	
A	Gold Seal	Moisture Proof Bag	12 & 24	1	2-lbs.	\$ .45	\$ .50
B	Red Seal	Moisture Proof Duplex Crepe Paper	24 & 36	1	1 1/4-lbs.	.40	.45

NOTE: Do not confuse our shrubs with improperly packaged light plants. All Seal-Kraft shrubs have at least two canes for Red Seal grade and three to five canes for the Gold Seal grade. Tops of all plants are neatly tied and cut to a uniform height and are packaged as carefully and completely as our rose bushes. Each plant has a four color variety picture label and tops are Seal-Kraft wax coated for maximum protection.

### VARIETY LIST

#### Flowering Shrubs—10 to 20% of Total Sales

Variety	Color of Flowers	Variety	Colors of Flowers
Althea	Pink	Honeysuckle Bush	Red
Althea	Red	Honeysuckle Bush	White
Althea	Purple	Hydrangea	White
Althea	White	Japan Quince	Orange Red
Butterfly Bush	Lilac	Lilac	Purple
Crape Myrtle	Pink	Spirea	Red
Crape Myrtle	Red	Spirea	White
Dogwood, Red Branched	White	Syringa, Mock Orange	White
Forsythia	Yellow	Weigelia	Red
Honeysuckle Bush	Pink	Weigelia	Pink

#### Climbing and Flowering Vines—3 to 5% of Total Sales

Variety	Color of Flowers	Variety	Color of Flowers
Boston Ivy	3 Leaf Ivy	Honeysuckle	Yellow
Clematis	White	Wisteria	Purple

#### Hedging—3 to 5% of Total Sales

California Privet      Amoor River Privet

#### SEAL-KRAFT Bundles of 10 Plants

Red Seal Brand	Cost per bundle F. O. B.	J'ville	Dist. Pt.	Weight
		.80	.90	2-lbs.

### RB5—BUNDLE OF 5 ROSE BUSHES

5 Heavy medium grade plants well branched and with well developed root system. Packed in special moisture proof bags and carrying full 4 color picture.

Quality equal to our Red Seal B individually packaged plants. Ideal for promotional purposes and for the customer who wants to make a unit purchase for his rose garden. Available in following assortments:

#### RB-5 ASST. NO. 1

- 1 Ami Quinard
- 1 Etoile de Hollande
- 1 Golden Charm
- 1 Editor McFarland

#### 1 Talisman

#### RB-5 ASST. NO. 2

- 1 Red Rose
- 1 Pink Rose
- 1 White Rose
- 1 Yellow Rose
- 1 Multi-colored Rose

#### RB-5 ASST. NO. 3

- 3 Red Radiance
- 2 Pink Radiance

#### RB-5 ASST. NO. 4

- 5 Red Radiance

#### RB-5 ASST. NO. 5

- 5 Pink Radiance

**"Seal-Kraft" Processed Plants Mean Bigger Profits For You**

*C. E. Wilson Nurseries •*

TELEPHONE 4117  
JACKSONVILLE, TEXAS





# SAVE ON TRANSPORTATION COSTS THROUGH OUR COLD STORAGE DISTRIBUTION PLAN.

If you are located east of the Mississippi River or more than 500 miles from Jacksonville, Texas

Here's what we will do.

1. Whenever firm orders for any general area total a minimum carload (10,000 units) we will make a pool car shipment to a cold storage warehouse in advance of earliest shipping date.
2. We will pay the freight and cold storage charges.
3. We will bill you at distribution point prices when car is shipped.

Here's what you do.

1. At the earliest possible date send us your firm order for your entire season's requirements. This order may be broken down into several orders or lots of a size to accommodate your sales for 10 days or 2 weeks.
2. You may withdraw your stock from storage in lots whenever and as you need it by merely notifying the cold storage company.
3. You pay transportation charges from the cold storage warehouse to your store.
4. You pay us net 30 days for each lot from date the lot is withdrawn from storage.

YOU benefit under this plan by:

1. Lower delivered cost. Even though the base price is higher, your delivered cost will be less because of the high express rates that apply when stock is shipped direct from nursery.
2. Being able to exploit favorable weather conditions to the fullest by withdrawing stock on short notice. Conversely if weather conditions are bad you may delay withdrawal.
3. Maximum reduction in shrinkage. Since you may withdraw stock only as needed, spoilage should be practically eliminated.
4. Customer satisfaction and good will. Since you will be always selling nursery fresh stock from storage, customer complaints should be negligible.

What we cannot do:

1. Place unordered stock in storage. Still high packaging and transportation charges make the risk too great. Special orders to fill out fast moving varieties and to supplement original orders will be shipped promptly from our nursery cold storage at Jacksonville, Texas, and will be billed for at the F. O. B. Jacksonville price, with customer paying the transportation charges from Jacksonville.
2. Except in a few instances where trucks can be used, we cannot ship to cold storage for later distribution in less than carload lots. Such lots would have to be shipped by express at rates 3/4 times the carload freight rates.

This plan works—A proven success.

This plan has been operated successfully at the following points: Atlanta, Ga., Albuquerque, N. M., Amarillo, Texas, Colo. Springs, Colorado, Denver, Colorado, Pueblo, Colorado, Kansas City, Kansas, Wichita, Kansas, Orlando, Florida, Richmond, Virginia, St. Louis, Mo.  
It can and will be worked in any locality where proper storage facilities are available and sufficient orders in a general area total a minimum carload of 10,000 units.

PLACE YOUR ORDER AT ONCE AND BE SURE TO GET IN ON THE BENEFITS OF THIS PLAN.

*C. E. Wilson Nurseries •* TELEPHONE 4117  
JACKSONVILLE, TEXAS

**VARIETIES:** There are over 5,000 different varieties of roses known. It is, of course, impossible for us to sell all varieties. Therefore, we grow and list only the most outstanding varieties chosen both for their superior characteristics as plants and for their proven ability as sales leaders.

**GRADES OF PLANTS:** We have always maintained our own standards of grading for our various brands of packaged plants. Because of numerous requests for comparison of our brands with AAN (American Association of Nurserymen) standards, the following is noted. There is no comparable grade of our Silver Seal. Only the heaviest and most select plants with a minimum of 4 heavy canes from the best 10% of our crop are used in this grade. Plants in our Gold Seal brand have a minimum of 3 heavy canes and are never less than a No. 1; plants in our Red Seal brand are heavy, well branched, medium or 1½ grade. Plants in our RC5 are No. 2 grade with a minimum of 2 canes.

**BULK OR BARE ROOT ROSE BUSHES:** In addition to our packaged plants we are in a position to supply rose bushes in bulk, bare root (not individually packaged). Our cold storage and shipping facilities are unexcelled and enable us to make shipment of good strong plants in the best of condition anytime from 1st of October to 1st of May. Write for our special price and variety list.

**IMITATIONS:** To avoid any confusion or misunderstanding as to our identity and locations we make the following statements. All packaged plants sold by C. E. Wilson Nurseries of Jacksonville, Texas, and Wilson's Nurseries of Manchester, Connecticut, are completely protected by the patented SEAL-KRAFT process—the original wax coating process. Conversely SEAL-KRAFT packaged plants are grown, processed, and packaged only by C. E. Wilson Nurseries of Jacksonville, Texas, and Wilson's Nurseries of Manchester, Connecticut. We have absolutely no connection with any other nurseries bearing the Wilson name or any other name.

## LOOK FOR THIS TRADE-MARK



**SHIPPING SEASON:** Fall planting normally can be accomplished any time after October 1st and since fall is the best time of year for planting in the South, more and more customers are purchasing their plants at that time. Stores are advised to take advantage of this trend and increase their plant sales by ordering shipments for October and November. Weather conditions permitting, our shipping season starts October 1st and shipments can be made anytime thereafter. Also, because of our cold storage facilities, shipments can be extended through April thus increasing the length of the selling season.

### PLANT PATENT NOTICE

"THE following provisions apply to all patented and trademarked plants. Each of the plants so indicated is a patented variety under the laws of the United States and any asexual reproduction, or distribution by sale, gift or otherwise of scions, buds or cuttings therefrom for reproduction without license from the patent owners, constitutes an infringement of the patent for same. Any authorized reproduction, sale or other distribution of reproducing propagating material of these plants covered by the patents, under the names and/or trade-marks of the patent owners, or any other name or names, will render the reproducer, seller and distributor thereof liable to prosecution for infringement under the United States Patent and Trade Mark Laws."

**TERMS:**—All prices quoted are wholesale prices, net 30 days from date of invoice. Credit gladly extended to firms of known responsibility. Satisfactory references required from others. C. O. D. orders must be accompanied by 25% cash. Because of present unsettled conditions prices are for immediate acceptance only and subject to change without notice. All stock is offered subject to being unsold on receipt of order and without liability to use should the stock be injured by frost, hail, fire or other cause beyond our control.

*C. E. Wilson Nurseries •*

TELEPHONE 4117  
JACKSONVILLE, TEXAS



• All SEAL-KRAFT plants are carefully pruned and tops tied for a clean, neat appearance.

• SEAL-KRAFT plants are scientifically grown in our own nurseries — only the Best of Plants are packaged.

• Tops of all plants are coated by the original SEAL-KRAFT patented process to prevent loss of moisture here.

• SEAL-KRAFT wax coating—the original wax coating for packaged plants—will not chip, peel, or crack off —stays on, provides lasting protection.

• Only plants protected by the patented SEAL-KRAFT process can be waxed at the neck to provide a complete seal against loss of moisture.

• Simple, easy to understand, planting instructions on every SEAL-KRAFT package.

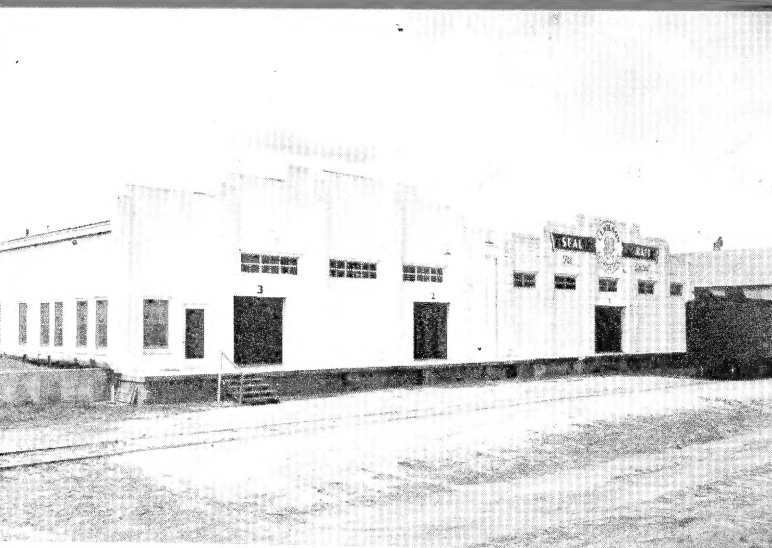
• Beautiful four color illustrations with cultural information give SEAL-KRAFT packages irresistible sales appeal.

• All roots are carefully wrapped in moisture retaining packing material and protected by a moistureproof covering.



# HANDLING, STORAGE, & SHIPPING FACILITIES AT THEIR BEST

**... A very important reason why SEAL-KRAFT processed plants mean bigger profits for you.**



**JACKSONVILLE, TEXAS**  
Serving the South, Midwest and West

Improper handling can kill the best plant in the world in a few minutes. To prevent this we have developed and built special handling equipment for many operations such as planting, cultivating, digging, bundling, transporting, storage and grading. All are important but perhaps the most important is our storage facilities. At the left is shown our new cold storage plant at Jacksonville, Texas, near our Texas Nurseries in the largest rose growing section in the country. This plant, designed by us, has storage capacity of over three quarters of a million plants. Modern air conditioning and refrigeration equipment keep both humidity and temperature accurately controlled to the exacting storage condi-

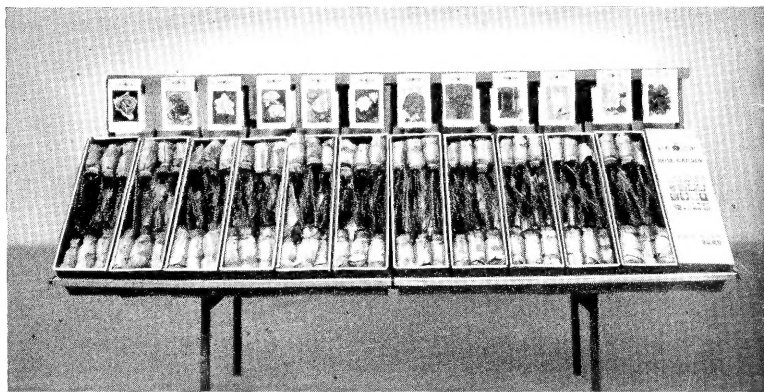


**MANCHESTER, CONNECTICUT**  
Serving the Northwest

tions required for nursery stock. Our storage and handling facilities at Manchester are equally complete and adequate. Our processing equipment and facilities designed by us for our particular needs are unexcelled. Available floor space is well over an acre. Combined capacity is over 15,000 plants a day. Both storage and shipping centers are ideally situated to give preferred shipping service in their respective areas. With all these necessary facilities we can dig when plants are dormant and possess their maximum vitality; keep them at this peak condition in our storage plants; process and package them under ideal conditions at the most desirable time; and ship them to you in perfect condition when you want them.

## **PLANNED SALES HELPS INCREASE PROFITS**

Although all SEAL-KRAFT packaged plants are prepared for greatest sales appeal within themselves, additional help for sales promotion is available in the form of illustrative counter cards, large 3 color streamers, advertising mats, etc. Deluxe Silver Seal in all instances and Gold Seal when so specified are packed one dozen to a case with beautiful color display card suitable for display purposes as illustrated at the right.



# **C. E. WILSON NURSERIES**

## **JACKSONVILLE, TEXAS • PHONE 4117**